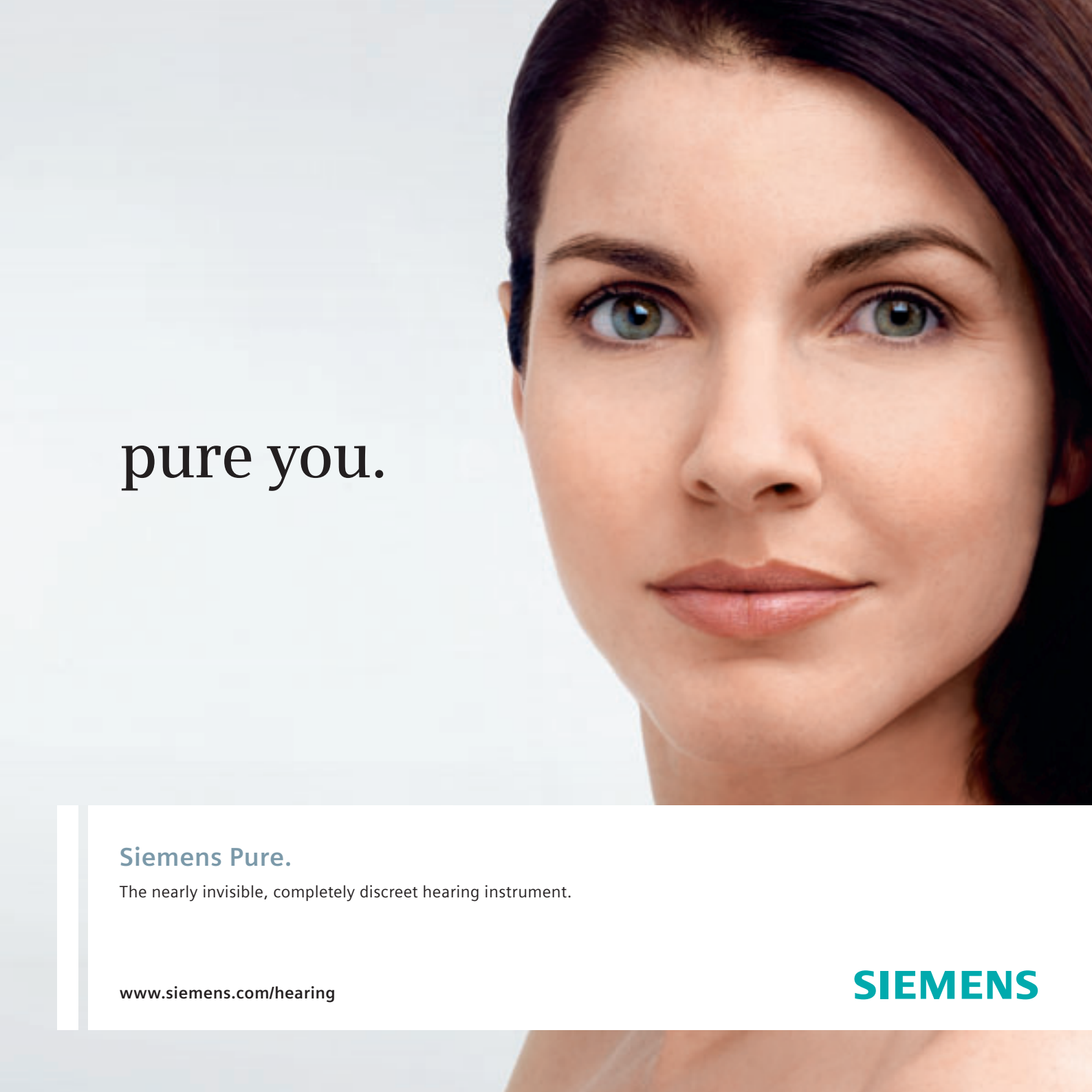

pure you.
Siemens Pure.
The nearly invisible, completely discreet hearing instrument.
www.siemens.com/hearing
SIEMENS

Be yourself. With a hearing instrument that blends in with your identity instead of

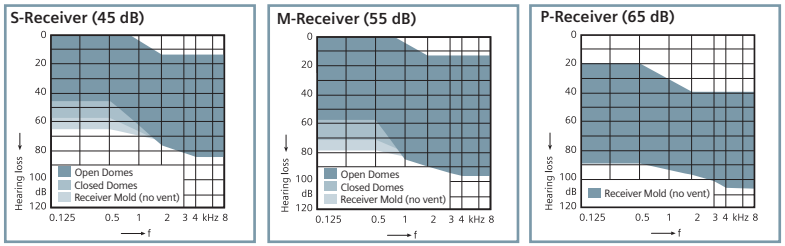
altering it. Pure. It lets you shine through.

pure subtlety.

Siemens Pure™ lets nothing come between you and your world. Designed for utmost discretion, Pure packs the most advanced hearing technology into an almost invisible, ultra-small size. Available in two performance levels and in the smallest possible RIC (Receiver-in-Canal) and CIC (Completely-in-Canal) configurations, Pure is the ultimate in concealed hearing instruments.

pure power.

It's tiny, but it's mighty. With the flexibility of three different power levels, Pure has been perfectly engineered to give you exactly the strength you need, whether your hearing loss is mild or moderately severe. Pure. It takes performance to a powerful new level.



pure convenience.

It doesn't get any easier than this. Pure is all about keeping things simple. It automatically synchronizes, analyzes, and adjusts volume and sound processing – so you won't have to. Even in the most difficult listening environments there's no fiddling with your instrument, no awkward adjustments. Now, hearing is more natural, more effortless than ever.

Exchangeable housing
If your color preferences change, your Hearing Care Professional can easily exchange Pure's housing to suit your needs.

Dome
Our exclusive C-Guard™ barrier protects the dome tip against ear-wax and humidity.

Charging contact
Pure is rechargeable, so you never have to hassle with batteries.

Receiver unit
The gentle, curved shape fits your ear comfortably and enables the best possible hearing performance.

State-of-the-art hearing technology

Pure is packed with technology that automatically adjusts to your surroundings, providing a customized hearing experience that is clear, comfortable, and remarkably natural. Engineered to go beyond expectations, Pure is truly a state-of-the-art hearing instrument in every sense of the term.

Natural Sound

Loudness and Recognition

Your world is full of amazing sounds. Hushed. Sudden. Beautiful. Magical. Pure is equipped with an intuitive two-component amplification system that enables you to hear sounds exactly the way they should be heard. By automatically reducing the amplification for loud sounds, while increasing it for soft sounds, Pure simulates all levels of normal hearing. After all, not all sounds are created equal.

Localization

Front. Back. Left. Right. The ability to accurately locate the source of sounds is key to hearing more naturally. Pure, with its TruEar™* technology and e2e wireless™ 2.0, sets a new standard for improving sound localization. Our revolutionary TruEar technology simulates the acoustical functions of the outer ear and helps you distinguish sounds in front of you from those behind you. While our e2e wireless 2.0 technology wirelessly synchronizes both your instruments, so they work as a unified system, helping you easily localize the source of sound from all directions.

SoundBrilliance™

This remarkable new technology enhances your perception of higher pitched sounds. It will make life sound richer, fuller, and more natural than ever.

*Only available in RIC configurations.

Sound Comfort

FeedbackBlocker™

It's hard to be discreet if your hearing instruments are whistling. Which is why we've equipped Pure with our new advanced FeedbackBlocker. It searches for feedback patterns in sound frequencies and automatically eliminates them. Now, even in the most feedback prone situations, you'll have no more worries about embarrassing and annoying whistling.

Speech and Noise Management

One of the biggest challenges for hearing instrument wearers is distinguishing background noises from conversational speech. The humming of a vacuum or the sounds of traffic can be particularly annoying. Pure features a set of advanced Speech and Noise Management technologies that combine to automatically identify and reduce environmental background noise to a comfortable level, while isolating and selectively enhancing speech. No matter how busy or noisy your world is, Pure ensures that you won't miss what's most important.

SoundSmoothing™

Unexpected, impulsive noises like breaking glass, rustling paper, and clanging dishes can be startling and disturbing for people who wear hearing instruments. So in addition to Speech and Noise Management, Pure also offers SoundSmoothing. It's the industry's most effective transient noise reduction technology that automatically isolates and softens annoying, sudden noises without affecting the quality of speech.

eWindscreen

Enjoy the sea breeze at the beach, or play golf on a blustery day. With Pure's advanced eWindscreen, the wind won't get in your way. eWindscreen constantly monitors your environment for wind noise and then automatically softens it. Isn't that a breath of fresh air?

Adaptive Directional Microphone

It can be challenging to follow one conversation when you're hearing the "buzz" of many others around you. That's why Pure offers an onboard Adaptive Directional Microphone*. It makes it easier for you to understand speech from someone in front of you, while softening speech that comes from either side or behind you. This feature has been clinically proven to improve speech clarity in noisy situations like parties or restaurants where too many sounds are competing for your attention.

Learning

It's all about getting to know you. Pure does it two ways. Pure 500, equipped with Siemens patented DataLearning™ feature, automatically learns your overall volume preferences in different environments. Pure 700 goes a step beyond with our enhanced SoundLearning™. This unique system not only remembers your volume preferences, but also learns your sound quality preferences independently for loud and soft sounds, just the way you like it. These systems also keep track of how you're using your hearing instruments, making it even easier for your Hearing Care Professional to make the adjustments that are right for you. The fact that both options require no awkward, manual adjustment when you go from one hearing environment to another means you enjoy Pure discretion. Always.

Pure Accessories

The optional ProPocket™ remote control provides easy fingertip control over virtually all instrument functions. It is small enough to fit into a purse or pocket, so you can make quick and easy adjustments without others noticing.

Pure is rechargeable*, so you don't have to worry about changing batteries in the middle of a meeting or during dinner with friends. Simply place the instruments in the stylish, easy-to-use charger – up to two instruments at a time. After just five hours of charging, the instruments are ready to go all day. For even greater convenience, Pure also runs on regular hearing instrument batteries.

*Only available in RIC configurations.

pure individuality.

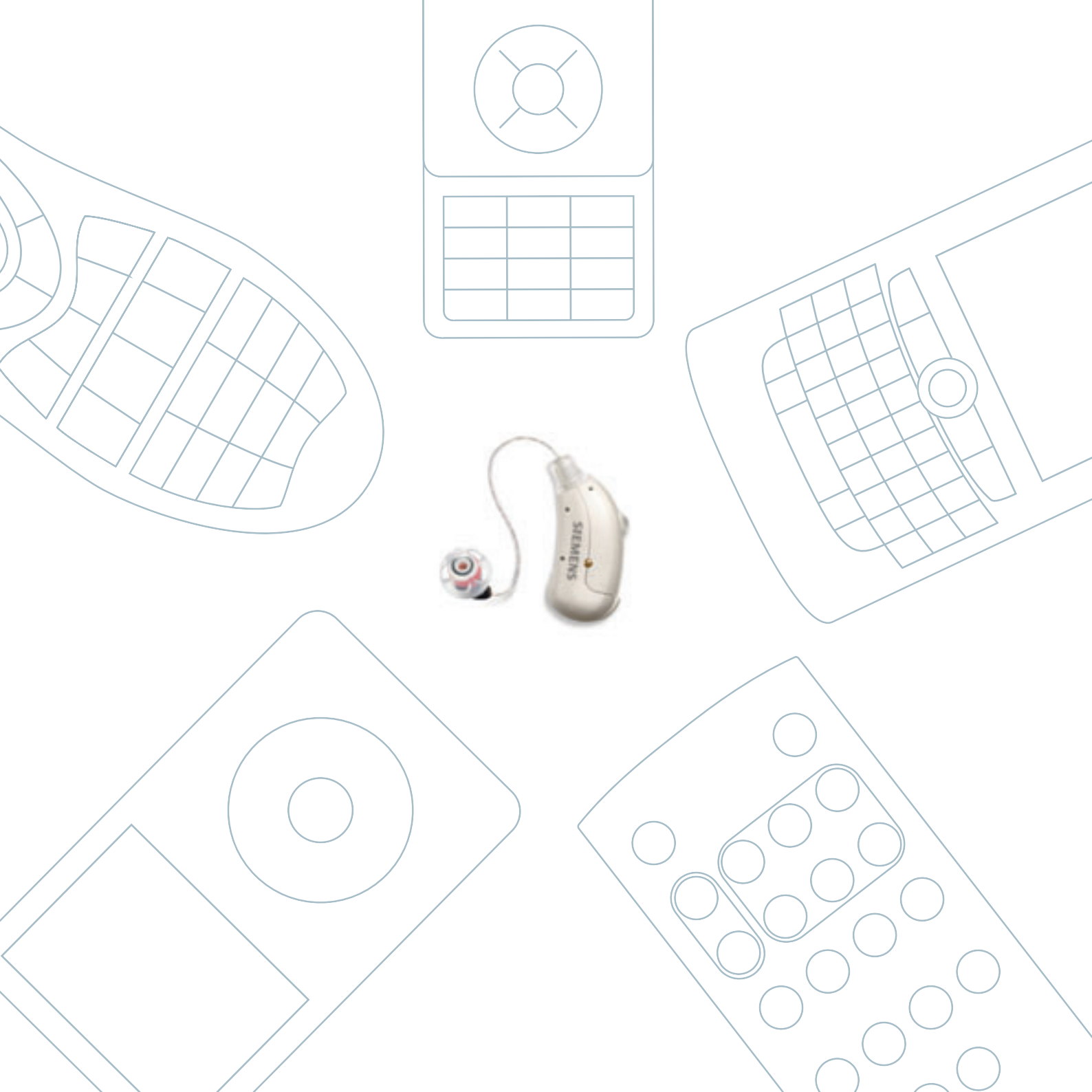
Pure is all about you. Available in an array of natural hair colors and skin tones*, Pure blends in perfectly, so you're the one who stands out. And Pure doesn't just match your appearance, it automatically adjusts volume and program settings to match your surroundings, so your hearing experience is completely customized. With a choice of configurations, program options and colors, Pure puts you in control.

12 natural hair colors and skin tones for RIC configurations

*Only available in RIC configurations.

pure connectivity.

For those who want a seamless connection with their favorite devices, Pure offers an optional Tek wireless enhancement system that lets you wirelessly connect to your favorite audio devices through a dedicated remote – Tek Connect. Stylish and powerful, Tek Connect lets you stream audio from your mobile phone, MP3 player, television, or other audio sources directly to your Pure instruments. So you can truly be one with your world.


SIEMENS

pure compatibility.

We want you and your hearing instruments to get along right from the very beginning. Which is why we developed eARena, an interactive DVD with exercises designed to help you get the most out of your new hearing instruments. From improving basic auditory skills to helping you recognize sounds you may have "forgotten" through hearing loss, eARena will lead to Pure harmony.

And, to ensure a fully customized hearing experience, Siemens has developed a dedicated fitting formula for Pure. This new formula lets your Hearing Care Professional match the capabilities of Pure with the latest available audiological research data to make the most accurate adjustments.

pure RIC.

	Pure RIC 700	Pure RIC 500
Natural sound		
e2e wireless 2.0	yes	yes
SoundBrilliance	yes	–
TruEar	yes	–
Sound comfort		
Speech and Noise Management (level dependent)	yes, 16 channels	yes, 8 channels
SoundSmoothing	yes	yes
FeedbackBlocker	yes	yes
Directional Microphone (automatic and multi-channel adaptive)	yes	yes
eWindScreen	yes	yes
Microphone Noise reduction	yes	yes
Learning		
SoundLearning 1 (DataLearning is part of SoundLearning)	yes	–
DataLearning	yes	yes
Connectivity		
TEK	optional	optional
Product features		
Battery size	312	312
Push Button	yes	yes
Rechargeable	yes	yes
Color shell exchange concept	yes	yes
Receiver units		
S-Receiver (45/108)	yes	yes
M-Receiver (55/119)	yes	yes
P-Receiver (65/121)	yes	yes
Optional parts		
ProPocket	yes	yes
Charger	yes	yes

Colors

pearl white (7)	silver (6)	black (5)	brown (4)	granite (2)	grey (3)	beige (1)	charcoal (33)	golden blonde (30)	sandy brown (31)	chestnut (32)	evening red (40)	midnight blue (41)	titanium (34)

pure CIC.

	Pure CIC 700	Pure CIC 500
Natural sound		
e2e wireless 2.0	yes	yes
SoundBrilliance	yes	–
TruEar	–	–
Sound comfort		
Speech and Noise Management (level dependent)	yes, 16 channels	yes, 8 channels
SoundSmoothing	yes	yes
FeedbackBlocker	yes	yes
Directional Microphone (automatic and multi-channel adaptive)	–	–
eWindScreen	–	–
Microphone Noise reduction	yes	yes
Learning		
SoundLearning 1 (DataLearning is part of SoundLearning)	yes	–
DataLearning	yes	yes
Connectivity		
TEK	optional	optional
Product features		
Battery size	10	10
Push Button	optional	optional
Rechargeable	–	–
Color shell exchange concept	–	–
Matrix values		
35/113	yes	yes
40/113	yes	yes
Optional parts		
ProPocket	yes	yes
Charger	–	–

Colors

tan

pure perfection.

Siemens has been a global leader in hearing technology for more than 130 years, and today offers an array of innovative hearing solutions to meet a wide range of needs. Pure exemplifies the pioneering spirit of Siemens as one of the only ultrasmall, remarkably powerful, and deceptively discreet hearing instruments for up to moderately severe hearing loss. Designed specifically for those who value discretion, Pure reflects the very best of Siemens hallmark wearer-centric engineering. Purely and simply, Pure lets you shine through.

The information in this document contains general descriptions of the technical options available, which do not always have to be present in individual cases and are subject to change without prior notice.
The required features should therefore be specified in each individual case at the time of conclusion of the respective contract.

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